



SOLUTIONS TO ENTREPRENEURSHIP PROBLEMS: Optimization Of Entrepreneurship Education In College Education

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Abstract :

Entrepreneurship, considered an essential element of economic and social growth worldwide, is one of the most developing research fields in academia. Entrepreneurship can increase national competitiveness and promote economic growth by creating jobs and bringing innovation to business. Therefore countries want to increase the level of entrepreneurship to promote economic and social development. The empowerment of entrepreneurship is very strategic because of its great potential in driving people's economic activities and, at the same time, being the source of income for most people in improving their welfare. Giving awareness about the importance of entrepreneurship is very important to do especially in universities.

Keywords : *Entrepreneurship Education, Entrepreneurship Problem, Higher Education, and Entrepreneurship.*

Abstrak :

Kewirausahaan, dianggap sebagai unsur penting dari pertumbuhan ekonomi dan sosial di seluruh dunia, menjadi salah satu bidang penelitian yang berkembang di dunia akademis. Kewirausahaan dapat meningkatkan daya saing nasional dan mendorong pertumbuhan ekonomi. Melalui penciptaan lapangan kerja dan membawa inovasi ke dalam bisnis. Oleh karena itu negara-negara ingin meningkatkan tingkat kewirausahaan untuk mempromosikan pembangunan ekonomi dan sosial. Pemberdayaan entrepreneurship menjadi sangat strategis karena potensinya yang besar dalam menggerakkan kegiatan ekonomi masyarakat dan sekaligus menjadi tumpuan sumber pendapatan sebagian besar masyarakat dalam meningkatkan kesejahteraannya. Pemberian kesadaran tentang pentingnya entrepreneurship sangat penting untuk dilakukan khususnya di perguruan tinggi.

Kata Kunci: *Pendidikan Enterpreneurship, Problem Enterpreneurship, Perguruan Tinggi dan Enterpreneurship.*

INTRODUCTION

Indonesia is a country that has a very high population density. Based on data released by the Ministry of Home Affairs of the Republic of Indonesia, Indonesia's total population as of 30 June 2016 is 257,912,349 people. With such a large population, limited employment opportunities are an inevitable problem. The International Labor Organization (ILO) report noted that the number of open unemployed in 2009 in Indonesia was 9.6 million (7.6%), and 10% of them were undergraduate (Nasrun in Suharti and Sirine, 2011: 124). Similar data was also issued by the Central Statistics Agency (BPS), that up to August 2010, the number of unemployed people who had completed diploma and undergraduate education had reached 1.1 million (BPS, 2011).

Various attempts have been made to overcome these problems, both by the government, education, industry, and society. One of them is to foster an entrepreneurial spirit, significantly changing the mindset of young people who have only been looking for work after graduating from school or college. It is a challenge for schools and colleges to produce graduates to motivate young people to become entrepreneurs (entrepreneurs). The Director-General (Dirjen) of Small and Medium Industry (IKM) of the Ministry of Industry (Kemenperin) Gati Wibawaningsih said that to become a developed industrial country, the condition is that the number of entrepreneurs must be two percent of the population (Kompas.com:2017).

The Ministry of Industry's Director General of ICTs targets to create 5,000 new entrepreneurs and develop 1,200 IKM centers by 2017. While the target in 2019 will be 20,000 new entrepreneurs. Other efforts were made by the Ministry of Cooperatives and SMEs (Kemenkop), namely by promoting the National Entrepreneurship Movement (GKN). Secretary of the Minister of Cooperatives and SMEs Agus Muharam said that to foster and develop entrepreneurship, the government since 2011 is currently and will continue to implement the National Entrepreneurship Movement (GKN) program, which involves all stakeholders both at central and regional levels. (Edunews.id:2017) The Ministry of Research, Technology, and Higher Education (Ristekdikti) also does not remain silent. Various attempts were made to encourage students to have Entrepreneurial motivation and creativity, including through the Entrepreneurship Student Creativity Program (PKM-K). The government provides several funds for the best students who have succeeded in making PKMK proposals with creative and original ideas, where these funds can be used as initial capital for them in running their businesses and developing their businesses. Higher education as a final level educational institution in Indonesia has included entrepreneurship courses in the curriculum as one of the subjects that all students must take.

One of the learning achievements that a scholar must have following the Indonesian National Qualifications Framework (KKNI) in the Higher Education

Curriculum (KPT) of Perpres 08/2012 is being able to apply the knowledge and skills he has following his field of expertise in productive activities and services to the community with attitudes and behaviors that are per the system of living together. It is very appropriate if entrepreneurship is made a compulsory subject in tertiary institutions. Entrepreneurship education provides theories on the concept of entrepreneurship and shapes entrepreneurs' attitudes, behaviors, and mindsets. Entrepreneurship education can help students prepare to start a business. Providing skills, essential knowledge, and experience integration can help develop and expand their business in the future.

Zimmerer in Suharti and Sirine (2011: 125) states that one of the factors driving entrepreneurial growth in a country lies in universities' role through the implementation of entrepreneurship education. The University is responsible for educating and providing entrepreneurial skills to its graduates and providing motivation to dare to choose entrepreneurship as their career. The opinion of Yohnson 2003 reinforces it, Wu & Wu 2008 in Suharti and Sirine (2011: 125), that universities need to apply concrete entrepreneurship learning patterns based on meaningful knowledge to encourage student enthusiasm for entrepreneurship. So that universities are required to play a role in producing quality graduates in the field of entrepreneurship.

Entrepreneurship, considered an essential element of economic and social growth worldwide, is one of the most developing research fields in academia. Entrepreneurship can increase national competitiveness and promote economic growth (Zahra et al., 1999) through creating jobs and bringing innovation into business (Shane & Venkataraman, 2000). Therefore countries wish to increase entrepreneurship to promote economic and social development (Peng et al. 2012).

Currently, entrepreneurship is increasingly being carried out because of its orientation towards business and its profits. An entrepreneur (entrepreneur) is a person who changes the value of resources, labor, materials, and other production factors to be greater than before and is also a person who makes changes, innovations, and new ways. Therefore, entrepreneurs must have the courage to take risks to open and develop a business in various opportunities. Having the courage to take risks means being mentally independent and having the courage to start a business without being overwhelmed by fear or anxiety, even in uncertain conditions. (Kasmir, 2007: 18).

According to Wiratmo, M. (2004) and Winardi (2003), successful entrepreneurs have standard entrepreneurial potential, which can be seen in the following characteristics: a. Innovative capabilities b. Tolerance for ambiguity c. The desire for achievement d. Realistic planning skills, e. Goal-oriented leadership f. Objectivity g. Personal responsibility h. Adaptability (Flexibility) i. Ability as an organizer and administrator j. High level of commitment (survival). If we pay attention to a successful entrepreneur's characteristics as mentioned above, it returns to the person of an entrepreneur himself whether he has the interest and motivation or not to develop his business. Besides the

entrepreneur's personality, environmental factors refer to the business environment's potential, such as the community environment and the natural environment that entrepreneurs can exploit. Meanwhile, regulatory elements from policymakers refer to financial and non-financial support from Local government.

DISCUSSION

Entrepreneurship Education

Entrepreneurship education is a process or activity carried out to internalize entrepreneurial mentality, transmitting entrepreneurial knowledge and skills to students through formal educational institutions (schools and colleges) and non-formal institutions (training institutions) to take advantage of business opportunities. Entrepreneurship education activities are carried out in a programmed and continuous manner. So that students master the theory and practice of entrepreneurship.

Entrepreneurship education is carried out from universities, high schools, elementary schools to a playgroup of children's entrepreneurship. However, the problem is that entrepreneurship education in schools has only touched the level of introducing norms or values and not yet at the level of internalization and real action in everyday life. The rise of entrepreneurship education around the world is none other than the increasing awareness of the importance of entrepreneurial character in young people who are creative, innovative, and dare to manage risks and the importance of an entrepreneur's position for the motor of a country's economic movement. A country is said to be developed and prosperous in terms of the number of entrepreneurs or entrepreneurs. It is following the opinion of McClelland in Suyitno (2013) that "a country will prosper if entrepreneurs in a country reach 2% of the total population."

Entrepreneurship produces something new that has a use-value for both himself and others. According to Hakim (2012), "entrepreneurship is an attitude, soul, and ability to create something new which is very valuable and useful for himself and others. Entrepreneurship is a mental attitude and a soul that is always active or creative, is empowered, creates, works, and is modest and tries to increase income in its business activities. " So that entrepreneurship has an essential role in developing the quality of human resources.

Several factors influence entrepreneurs. "Internal factor" Originating from within the entrepreneur can be personality traits, attitudes, willingness, and individual abilities to give particular strength to entrepreneurship. Meanwhile, external factors come from outside the entrepreneur who can be in the form of elements from the surrounding environment such as the family environment, the business world environment, the physical environment, the socio-economic environment, and others (Suharti and Sirine 2011: 125) "

Entrepreneurship Education Goals

Entrepreneurship Education Objectives In general, the critical role of education is to produce professionals who have the capacity and capability of entrepreneurship which is one of the main pillars of national economic activity, builds national independence, and increases competitiveness. To carry out the critical role of education, entrepreneurship education or entrepreneurship has received attention from higher education institutions in Indonesia. Entrepreneurship education and training are proliferating in Europe and the United States at the course and the university level.

Here the authors have summarized from various literature. In general, the goals of entrepreneurship education are:

a. They are shaping a spirit of independence. According to Hendro in his work *The Basics of Entrepreneurship*, "entrepreneurship education in the world of education, one of the goals and benefits of cultivating a superior attitude, positive and creative behavior. It is also a provision for knowledge to make a living, survive and develop ". Learning and practicing entrepreneurship or entrepreneurship is the best solution to face the future, given the increasingly fierce business competition, while agricultural land, plantations are also getting narrower, it would be wise if, from an early age, the students, students, and youth have prepared themselves, studied about various things related to entrepreneurship or entrepreneurship. Independence and success only belong to people who have strong intentions and dare to try, take risks, do not give up quickly, and give up. Mentally independent people will not see difficulties as obstacles but as challenges and opportunities. If you do not dare to try, you have failed even though there is a chance. There is no word falling in entrepreneurship or entrepreneurship. if you experience failure, think of it as an experience, a lesson And a piece of valuable information for success. That is the opinion according to Abdullah Gymnastiar quoted by Sudradjat Rasyid and Muhammad Nasri. Meanwhile, the spirit of independence, according to Rofiq A., RB Widodo, Icep Fadlil Yani, Romdin A., Rudhy Suharto, and Mahya Ramdhani "is a desire to do everything for oneself which is manifested in the aspects of creativity and ability to create"

b. Reducing the number of unemployed Entrepreneurship education aims to reduce unemployment. Science in entrepreneurship education is not a magic science that brings money instantly, but rather knowledge, art, and skills to manage all the limited resources, information, and funds for use, survive, earn a living, or reach the top position a career. Every year there are millions of college graduates, and it is equivalent. Most of them are oriented to looking for work. Even then, the previous year's graduates have not yet found a job.

Joining him can be 20% (one partner and one employee). The number of job seekers in that year force is automatically reduced by 30%. If only a small number of graduates thought the same, then entrepreneurship could be a way and an alternative to reduce unemployment, which is currently relatively high in number. Entrepreneurship education will create a strategic impact on the

progress of the Indonesian nation in the future. "The future is a time where people think outside the box."

It means that people are motivated by away or a place, and In other words, humans must be more creative in dealing with various problems to reduce the unemployment rate. It can be concluded that entrepreneurship or entrepreneurship is more than just accumulating wealth or achieving ideals. However, entrepreneurship can be obtained by learning.

Therefore, entrepreneurship education (entrepreneurship) is needed. The more so to overcome absolute and permanent unemployment and poverty. And when someone can employ people who are smarter than him, then that person has proven that he is more intelligent than to them

c. Cultivating the Spirit of Entrepreneurship in the Community Entrepreneurs can be categorized as people who have a demanding spirit, are competitive, and are good at looking for opportunities. This entrepreneurial spirit that never goes out is excellent if it can be transmitted to the community as a further entrepreneurial goal. Entrepreneurship's dream to cultivate an entrepreneurial spirit in society can be realized straightforwardly by behaving like an entrepreneur. This attitude will undoubtedly inspire and motivate people to try entrepreneurship. An uncompromising attitude and not giving up easily should also be shown so that this entrepreneurial goal can build the enthusiasm of young people in society so that they are willing to work hard to get success.

The role of universities in overcoming entrepreneurship problems

Higher education is an institution that feels the most demands of global change because it is tasked with developing science and technology. The business world, government, and society who need information technology-based knowledge and other multidisciplinary sciences will demand universities to fulfill their higher science and technology needs. Effendi (2003) states that people now entrust universities as higher education institutions that still have the moral strength to become role models for society in transforming towards a global society. In connection with the above statement, it cannot be denied that universities' roles are very strategically required in entrepreneurship empowerment.

Rasyid (2007) stated in his research which recommends the need to carry out SME empowerment activities by universities assisted by the government and other related parties to realize SMEs as the motor of a people's economy. Higher education is expected to become a mediator for SMEs in the government and financial institutions to increase SMEs' productivity through efforts to form linkages(inter-firm linkage).

Through this linkage model, it is hoped that collaboration will occur between SMEs and related institutions, which can be government, financial, and banking institutions as well Other non-financial institutions, including universities. This model helps provide solutions to SMEs' problems, including

financial, marketing, management, or product and technology development. We all know that many universities have formed partnerships with banks to facilitate educational activities in higher education, especially for the smooth running of the financial administration process. Blocks that are established between universities and banks create trust between partners, so that trust can be used as a basis for being involved in empowering entrepreneurship.

In this case, small entrepreneurs who have problems with access to capital can use university services as the guarantor for the ease of access. Of course, the University will determine the criteria and requirements for these entrepreneurs' eligibility to capital. Based on these conditions, it is appropriate for universities to empower entrepreneurship because universities' role as mediators for access to capital will have a practical impact on small entrepreneurs. It at the same time dismissed the opinion of the public who had so far considered that universities were only places to gain knowledge, but more than universities were also able to contribute to the needs of entrepreneurs.

The empowerment of entrepreneurship is very strategic because of its great potential in driving people's economic activities and, at the same time, being the source of income for most of the community in improving their welfare. As stated by Sijabat (2011) in his article on MSMEs, entrepreneurship empowerment, especially seen in Small and Medium Enterprises (MSMEs), is the best solution to optimize the potential of national resources, according to the mandate of the article (4) and composition (5) of Law Number 20. The 2008 year.

However, making MSMEs the basis for regional development, which at the same time supports the success of national development, is still faced with many problems, including 1) low productivity of MSMEs, which results in gaps between MSMEs and large businesses; 2) limited access to MSMEs To productive resources such as capital, technology, information, and markets; 3) the business climate faced by MSMEs is not conducive, resulting in this group's marginalization. According to Kumoro, W. (2008), for that, efforts to encourage entrepreneurship in institutional strengthening in Micro, Small, and Medium Enterprises (MSMEs).

These efforts can be implemented with a strategy of 1) expanding access to capital sources, especially banking, 2) improving the business environment and licensing procedures, and 3) developing and improving the quality of non-financial supporting institutions. What was conveyed by Kumoro shows that it is not only financial and banking institutions that must be involved in empowerment as a source of capital, but other institutions or institutions as non-financial supporters must also be interested in strengthening MSME institutions.

Another reason why UMKM institutions need to be strengthened through entrepreneurial activity is none other than because the MSME sector has proven resilient to the economic crisis. During 1997-2006, the number of

SME scale companies reached 99% of Indonesia's business units. The contribution of SMEs to gross domestic product reaches 54% -57%. The contribution of UKM to employment is around 96%. As many as 91% of SMEs carry out export activities through third-party exporters/intermediary traders, only 88% are in direct contact with overseas buyers/importers (Afiah, 2009).

Entrepreneurship education also plays a vital role in increasing motivation for entrepreneurship. Talking about entrepreneurship education on a The factors that influence entrepreneurial motivation, according to Tuskeroh (2013), are as follows:

- 1 Self-confidence, which is having a strong belief in the strength that is in itself.
- 2 Innovative, which is a creativity that is implemented and provides added value to the resources we have and is creative, have not been thought of by other people.
- 3 Have a leadership spirit, which is an essential factor in Affect performance.
- 4 Effective and efficient, practical is a job that can be completed on time, according to a predetermined plan. In other words, effectiveness is the degree to which the objective has been achieved in terms of quality and quantity. Efficient is the best ratio between input and output, business power and business results, or between expenses and income. In other words, efficiency is done efficiently, or everything can be done appropriately, quickly, economically, and safely.
- 5 Future-oriented, at least being able to see opportunities. Such individuals always look ahead and will not question what was done yesterday but instead ask what will be done tomorrow.

Priyanto in Mopangga (2014) states that basically, the formation of an entrepreneurial spirit is influenced by internal, external, and contextual factors. Internal factors that come from within can be personality traits, attitudes, willingness, and individual abilities to give individuals strength for entrepreneurship. Meanwhile, external factors come from outside the entrepreneur, such as family, community, business environment, and other socio-economic environments. These factors play a role in fostering entrepreneurial motivation. Entrepreneurship education can build entrepreneurial motivation in students.

It is supported by Aprilianty's (2012: 322) opinion, "entrepreneurial knowledge has a positive and significant effect on entrepreneurial interest." It is seen that entrepreneurial motivation can be developed through entrepreneurship education which is carried out informal education in both schools and colleges. Entrepreneurship education is a crucial contextual factor. "Contextual factors, namely academic support and social support, have proven to have a significant and positive effect on students' entrepreneurial intentions. (Suharti and Sirine, 2011: 132). "

The contextual factors referred to by researchers are entrepreneurship education, academic support, social support, and conditions of the business environment. Research conducted by Gerry et al. (2008) in Suharti and Sirine (2011: 132) towards 640 students in Portugal who found that entrepreneurship training was influential Significantly and positively towards the intention of students to set up a business after they graduate from college. Along with developing the national entrepreneurship program, many parties hold seminars, workshops, and training and establish entrepreneurial motivation among students. The aim is to encourage students to create jobs, not look for jobs.

To foster entrepreneurial motivation, information is needed about the benefits of entrepreneurship so that job seekers change their mindset to create jobs. Here are some of the benefits that can motivate you to start a business:

- 1 Have the freedom to achieve the goals dreamed of. The freedom to achieve our desired goals can be obtained when we choose to become entrepreneurs. Freedom to set business goals, freedom to plan your type of business, freedom to manage your business operational schedule, including the freedom to determine the amount of profit you want to earn. If you choose entrepreneurship, you will be the boss of your own business.
- 2 The profit that can exceed the salary as an employee If employees have to go on a demonstration to increase their pay, employers can decide for themselves the profit or profit they want to achieve. With entrepreneurship, it is a material profit and recognition for the success of the business it runs.
- 3 Satisfaction with his potential Most employees feels bored or bored with the same job every day. However, for entrepreneurs, boredom or boredom is rare. Because running a business always provides challenges that can develop one's potential. Creativity, work enthusiasm, and dreams to be aimed at always give a pleasant sensation in running a business.
- 4 Open new opportunities By opening a business, there are many new opportunities for entrepreneurs. For example, opportunities to collaborate with large companies, opportunities to develop business by opening branches in various cities, and opportunities to try new companies are still related to your parent company.

Creating valuable employment opportunities The advantages of entrepreneurship are also beneficial for society because you automatically help job seekers to get a job. It will also provide social benefits for you because the people you have helped get a job will appreciate your role as an entrepreneur, not just as an ordinary student who is often underestimated.

CONCLUSION

Entrepreneurship education is one form of application of concern for the world of education for the nation's progress. In entrepreneurship education, values and conditions of work are shown to achieve success. Entrepreneurship education helps teach humans to have dynamic and creative personal strengths following the Indonesian nation's personality based on Pancasila. Fostering an entrepreneurial spirit is an important thing to become a job opportunity, income, and welfare for every person/individual. Optimizing entrepreneurship education in Higher Education is a solution that can be done to overcome Indonesia's problems.

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